

Nicole E Coviello

List of Publications by Year in descending order

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Version: 2024-02-01

22
papers

5,884
citations

361413

20
h-index

713466

21
g-index

22
all docs

22
docs citations

22
times ranked

2542
citing authors

#	ARTICLE	IF	CITATIONS
1	The Network Dynamics of International New Ventures. JIBS Special Collections, 2018, , 175-215.	1.2	420
2	The Relevance of the Business-to-Business/Consumer Dichotomy in Contemporary Marketing: A Cross-National Investigation. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, 2015, , 209-209.	0.2	0
3	Creating Major Innovations with Customers: Insights from Small and Young Technology Firms. Journal of Marketing, 2012, 76, 87-104.	11.3	262
4	The emergence, advance and future of international entrepreneurship research – An introduction to the special forum. Journal of Business Venturing, 2011, 26, 625-631.	6.3	149
5	Contemporary Marketing Practices research program: a review of the first decade. Journal of Business and Industrial Marketing, 2008, 23, 84-94.	3.0	59
6	Is e-marketing coming of age? An examination of the penetration of e-marketing and firm performance. Journal of Interactive Marketing, 2007, 21, 2-21.	6.2	133
7	The resource dynamics of international new venture networks. Journal of International Entrepreneurship, 2007, 4, 113-132.	3.0	100
8	The network dynamics of international new ventures. Journal of International Business Studies, 2006, 37, 713-731.	7.3	831
9	Internationalisation: conceptualising an entrepreneurial process of behaviour in time. Journal of International Business Studies, 2005, 36, 284-303.	7.3	852
10	Integrating qualitative and quantitative techniques in network analysis. Qualitative Market Research, 2005, 8, 39-60.	1.5	118
11	Methodological issues in international entrepreneurship research. Journal of Business Venturing, 2004, 19, 485-508.	6.3	603
12	Assessing the Role of e-Marketing in Contemporary Marketing Practice. Journal of Marketing Management, 2003, 19, 857-881.	2.3	32
13	How Firms Relate to Their Markets: An Empirical Examination of Contemporary Marketing Practices. Journal of Marketing, 2002, 66, 33-46.	11.3	382
14	Contemporary marketing practices of consumer and business-to-business firms: how different are they?. Journal of Business and Industrial Marketing, 2001, 16, 382-400.	3.0	104
15	Integrating Transactional and Relational Marketing Exchange: A Pluralistic Perspective. Journal of Marketing Theory and Practice, 2000, 8, 11-20.	4.3	47
16	An investigation of marketing practice by firm size. Journal of Business Venturing, 2000, 15, 523-545.	6.3	220
17	Internationalization of Service SMEs: An Integrated Perspective from the Engineering Consulting Sector. Journal of International Marketing, 1999, 7, 42-66.	4.4	257
18	Conducting Cross-National Research in Relational Marketing: A Discussion of Methodological Challenges. Australasian Marketing Journal, 1999, 7, 22-34.	5.4	2

#	ARTICLE	IF	CITATIONS
19	From transaction to relationship marketing: an investigation of managerial perceptions and practices. Journal of Strategic Marketing, 1998, 6, 171-186.	5.5	48
20	Understanding contemporary marketing: Development of a classification scheme. Journal of Marketing Management, 1997, 13, 501-522.	2.3	228
21	Towards a paradigm shift in marketing? An examination of current marketing practices. Journal of Marketing Management, 1997, 13, 383-406.	2.3	251
22	Growing the entrepreneurial firm. European Journal of Marketing, 1995, 29, 49-61.	2.9	786